

CHEN LIFEN

Chairman, Jiangsu Sunshine Group Co., Ltd.

Sunshine Group is a traditional manufacturing enterprise with a primary focus on wool garments and fashion. For more than 30 years, Sunshine Group has devoted itself to the manufacturing and brand management of wool products. It is an innovative enterprise and leader in China's wool textile industry. Sunshine Group is a world-renowned Chinese brand and a gold standard supplier of many international brands. In 2016, Sunshine Group recorded total sales of AU\$7.4billion and was ranked first in the world for the production of worsted wool.

阳光集团是以毛纺、服装为主业的传统制造企业，30多年来一直专注于羊毛制品的生产制造、品牌经营，是国家级创新型企业和中国毛纺行业排头兵，“阳光”自主品牌被评为中国世界名牌，是众多国际著名品牌的金牌供应商。2016年阳光集团销售总额365亿元，位列精毛纺生产规模全球第一，中国500强企业第391位。



2017年3月，全国人大常委会委员长张德江接见陈丽芬总经理



2003年3月24日，习近平总书记视察阳光集团

Chen Lifen is China's first female leader in the wool textile industry, and her story is well-known in the industry. It took Lifen 20 years from being a textile worker to become the president of Sunshine Group. Currently, the company develops on average more than 50 new fabrics each day, and produces 100,000 metres of fine wool cloth and 10,000 suits every day. Its umbrella companies include professional suit and high-end custom brands Sunshine Fashion, Veneti and Pompei.

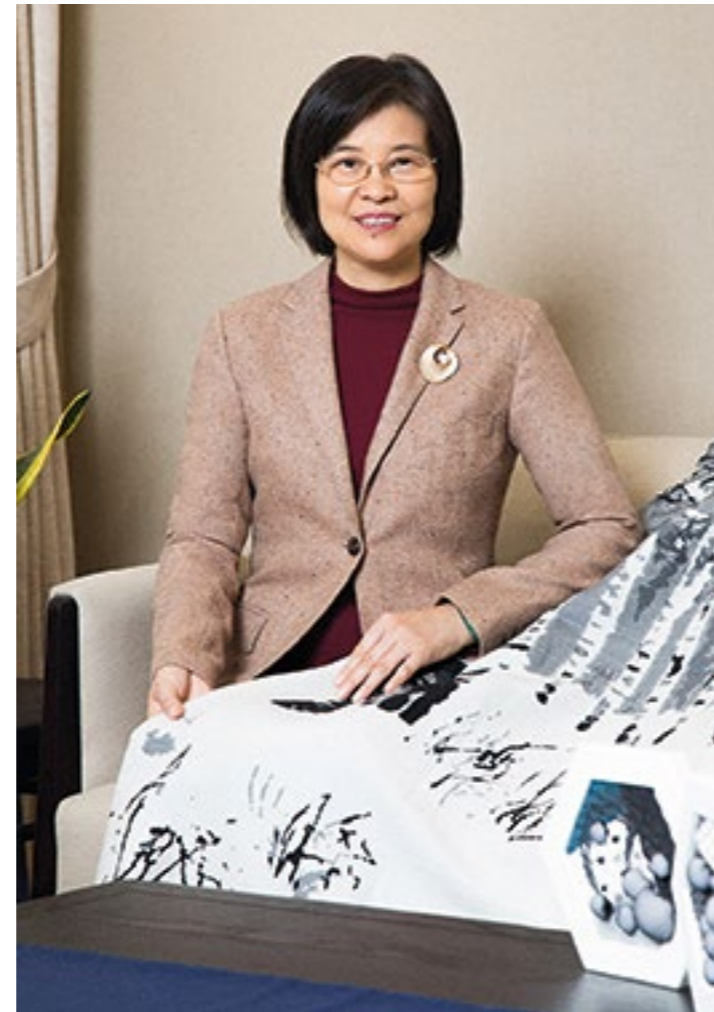
“Sunshine's success is in part beholden to the state for its protection policy on state-owned enterprises. Because we don't have any policy and resource support we rely completely on the market to explore product innovation. The coloured wool clothing that mesmerised the country in the 1980s was a bold policy decision that we made after studying the market. It was a classic case of the market pushing technological development.” Lifen first went abroad in 1991 with the Ministry of the Textile Industry to visit Germany and Italy to inspect and learn from the overseas advanced enterprises. “On the first occasion, I couldn't spare any spending money. The only gift that I brought home was a high-count light-coloured plaid shirt that I bought for US\$700 dollars. This 100-count fabric was technically unachievable in China at the time. The products manufactured by domestic weaving machines had plenty of broken ends and were completely unable to reach that standard. In the next year of our return, we invested in the introduction of equipment and purchased 20 looms from overseas to technologically transform. And we weren't the only ones. The 1990s was the most rapid period of development for the entire wool spinning industry in China.”

In the face of the escalating market price of wool and the gradual reduction of the quantity of wool, Lifen frankly acknowledges: “The current market is very difficult to guide. There is a growing number of synthetic fibres on the market, and their performance, appearance and feel are also very good. Because processing wool fabric is bound to be more complex than other materials, the price is also bound to be higher, which in turn runs counter to the current trend of fast fashion consumption. Young people don't generally have a sentimental longing for wool. We very much hope that The Woolmark Company can launch a movement to boycott fast fashion consumption in order to encourage and promote the development of wool. We will absolutely support their action. Guiding the development of environmentally friendly and biodegradable wool is inevitably the path forward.”

说起这位中国毛纺界的第一女掌门,相信很多人对她的传奇故事都很熟悉,从一名普通纺织女工到上市公司的阳光集团总裁,陈丽芬仅仅用了20年的时间,“目前阳光集团平均每天研发50多个面料新品,每天生产10万米精粗纺呢绒、1万套西装,旗下有阳光时尚、威尼蒂、庞贝三个职业装和高端定制品牌。”

“阳光的成功,一部分要感谢国家对国有企业的保护政策,因为我们没有任何政策和资源上的支持,完全依靠市场去摸索产品创新,80年代风靡全国的彩色呢绒就是对市场考察后大胆做出的决策,是市场倒逼技术发展的一个典型。”1991年陈丽芬第一次出国是跟随纺织工业部考察德国、意大利,参观和学习海外的先进企业,“第一次出国舍不得花钱,带回来的唯一礼物是花700美元购买的一件高支轻薄型彩色格纹上衣,这种100支的高支面料当时在中国技术上是达不到的,国产织机生产的面料断头很多,完全无法达到这样的标准,回来后我们在第二年就投入资金引进设备,在海外购买了20台织机进行技术改造,不只是我们,90年代是整个中国毛纺行业发展最迅速的一段时期。”

面对市场上羊毛价格高涨,羊毛数量的逐渐减少,陈丽芬坦言:“现在的市场很难引导,市场上各种化纤越来越多,而且性能、外观和手感都很好,因为羊毛面料在工艺上肯定要比其他材质复杂,价格相对要高,这又与现在的快时尚消费趋势背道而驰,现在90后的年轻人是不会有羊毛情结的。我们很希望The Woolmark Company能够发起一个抵制快时尚的运动,鼓励和推动天然羊毛的发展,我们一定会响应。引导羊毛向环保、可降解的方向发展是羊毛的必然出路”。



2013年3月, 中共中央总书记、  
国家主席、中央军委主席习近平接见陈丽芬总经理



2015年3月, 国务院总理李克强接见陈丽芬总经理